

Report Parameters :

AE INITIALS :

AE LOC :

AE RC :

BILLING SUMMARY : YES

GENERATE :

MAKEGOODS : YES

BUSINESS TYPE :

ORDER TYPE :

PRE PRINTED :

PRINTED DATE :

REV NUM : 1

ORDERS OF

SORT BY : By Order Number

REQUEST ID :

REQUEST RUN ID :

ORDER RANGE : 56927

## KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

AND

PAGE 1

146318	AGENCY (OR SERVICE)		ACTING AS AGENT FOR	58123	ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice  Required  Announcement 28 days  prior notice
NAME	STRATEGIC MEDIA PLACEMENT			AMERICANS FOR TAX REFORM			
AND	7669 Stagers Loop			722 12th St NW Ste 400			
ADDRESS	Delaware	OH	43015-7010		Washington	DC 20005-3957	
	USA			USA			
CONTACT	GREG PHELPS			PRODUCT			ATR- 10/3-16
LOCAL SALESPERSON	Brian Butz-1		AGENCY EST. NO. 2813		PRODUCT CODE	1300	
NATIONAL SALESPERSON							
BROADCAST SCHEDULE STARTING 10/03/12 AND ENDING 10/16/12 NO. WEEKS: 2							

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
PRINT AT STATION. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE. PAID FOR BY AMERICANS FOR TAX REFORM										
1 30 MIN SEP	00011..	2	05:58A	07:00A	30S	10/04/12-10/05/12	THIS MORNING 6-7AM	2	700.00	1400.00
2 30 MIN SEP	11111..	5	05:58A	07:00A	30S	10/08/12-10/12/12	THIS MORNING 6-7AM	5	700.00	3500.00
3 30 MIN SEP	11000..	2	05:58A	07:00A	30S	10/15/12-10/16/12	THIS MORNING 6-7AM	2	800.00	1600.00
4 30 MIN SEP	00011..	2	07:00A	09:00A	30S	10/04/12-10/05/12	THE EARLY SHOW	2	425.00	850.00
5 30 MIN SEP	11111..	5	07:00A	09:00A	30S	10/08/12-10/12/12	THE EARLY SHOW	5	425.00	2125.00
6 30 MIN SEP	11000..	2	07:00A	09:00A	30S	10/15/12-10/16/12	THE EARLY SHOW	2	450.00	900.00
7 30 MIN SEP	00011..	2	09:00A	09:30A	30S	10/04/12-10/05/12	PITTSBURGH LIVE	2	250.00	500.00
8 30 MIN SEP	11111..	5	09:00A	09:30A	30S	10/08/12-10/12/12	PITTSBURGH LIVE	5	250.00	1250.00
9 30 MIN SEP	11000..	2	09:00A	09:30A	30S	10/15/12-10/16/12	PITTSBURGH LIVE	2	300.00	600.00
10 30 MIN SEP	00011..	2	05:30P	06:00P	30S	10/04/12-10/05/12	530-6PM NEWS	2	950.00	1900.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

## KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

AND

CONTRACT NO. REV.

1201-56927-1

DATE PRINTED

10/04/12

PAGE 2

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			FROM	TO						
11 30 MIN SEP	11111..	5	05:30P	06:00P	30S	10/08/12-10/12/12	530-6PM NEWS	5	950.00	4750.00
12 30 MIN SEP	M	1	05:30P	06:00P	30S	10/15/12-10/15/12	530-6PM NEWS	1	1050.00	1050.00
13 30 MIN SEP	0001100	2	11:00P	11:35P	30S	10/04/12-10/05/12	11PM NEWS	2	2250.00	4500.00
14 30 MIN SEP	1111000	4	11:00P	11:35P	30S	10/08/12-10/11/12	11PM NEWS	4	2250.00	9000.00
15 30 MIN SEP	Sa	1	05:58A	07:58A	30S	10/13/12-10/13/12	SAT. MORN. LOCAL NEWS	1	350.00	350.00
16 30 MIN SEP	Sa	1	07:58A	10:00A	30S	10/06/12-10/06/12	SAT.CBS MORNING NEWS	1	550.00	550.00
17 30 MIN SEP	Su	1	06:30A	07:00A	30S	10/07/12-10/14/12	THE SUNDAY BUSINESS PAGE	2	150.00	300.00
18 30 MIN SEP	Su	1	10:28A	11:30A	30S	10/07/12-10/14/12	FACE THE NATION	2	800.00	1600.00
19 30 MIN SEP	Su Su	1	07:03P 12:57P	07:30P 07:00P	30S	10/07/12-10/07/12	NFL REGULAR SEASON GAMES	1	6000.00	6000.00
20 30 MIN SEP	W	1	08:58P	11:00P	30S	10/03/12-10/03/12	PRESIDENTIAL/VP DEBATES	1	5000.00	5000.00
21 30 MIN SEP	Th	1	08:58P	11:00P	30S	10/11/12-10/11/12	PRESIDENTIAL/VP DEBATES	1	4500.00	4500.00

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			FROM	TO						
							Total Contract:	50		52225.00
							Billing Summary			
						Oct	Nov	Dec	Total	
					Qtr 4-12	52225.00	.00	.00	52225.00	
									GRAND TOTAL	52225.00

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